

The Effects of Institutional Linkage on Online Store Legitimacy and Shopping Intentions

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Abstract

The purpose of the article is to understand how less-known e-retailers can employ strategies including performative actions (E-service quality) and institutional linkage (Brand alliance) with reputable e-vendors to win consumers' loyalty when entering a new market. Luxury vertical e-commerce platforms in China are chosen as the research context. In PLS analyses of survey data from Chinese shoppers of luxury vertical e-commerce platforms, it is found that when a foreign luxury vertical e-commerce platform enters the Chinese market, institutional linkage with a local reputable e-marketplace by opening an online store on it is functional to attract consumers' shopping intention. At the same time, performative actions (e.g., website design, delivery, service, and privacy) play an important role in influencing consumers' patronage towards an online store operated by a foreign luxury vertical e-commerce platform on a local famous e-commerce platform.

Subject Areas: *Attitude, Channels, Distribution, Retailing*

Track: Retailing & Omni-Channel Management